DIGITALK

Volume 3 Issue 42 March 1990

Digital's Global Marketplace

Trade and finance are becoming so international in character, and business strategy for large companies like Digital so globalised, that no-one can doubt the emergence of a "global village" that will know no national boundaries, either in terms of where goods are sold or where they are produced.

Digital — and specifically GIA* — is well-positioned to meet this trend, as evidenced by the appointment of five Program Managers based in Acton (AKO) as Sales advocates for their respective Regions.

SPR's representative is Axel Dougan, who took control of SPR's Sales Desk in AKO last July.

"Insiders" Help Close Business

The job of the Program Managers is to help their Region's Salespeople close business. Since how that's done varies from Region to Region, GIA needed Digits who understand from their own experiences what the processes and problems are in their Regions, and how best to optimise activities.

Axel and his colleagues host visits by Regional customers to head office, and perform a leadership role in regional large-account sales activities. Plus, as inside Salespeople they serve as consultants and advocates for their Regions, identifying strategic requirements and providing communication of business information and issues between Regional and area staffs.

And, simply by having adjacent offices, these managers can immediately discuss issues spanning several countries, languages and time zones, and relay approaches and contact names back to the field.

For a look at the challenges facing Axel and the other new Program Managers in our global marketplace, turn to page 5. ▶

** GIA, or General International Area, is one of three organisations that comprise the structure of Digital the corporation. As well as SPR, GIA encompasses the Regions of India, Canada, Latin America/Caribbean, Japan and the Far East. The other two organisations are the US and Europe.*

Earth Moves for NLO Digits

"It was hard to tell whether it was the pavement under our feet moving or our knees knocking in fear," says Laurie McConaghey, CS Service Delivery Manager at our Newcastle, NSW office (NLO) — a survivor of Australia's first killer quake. The whole story and photos start on page 6. ▶

Overview: Ken Olsen

President Ken Olsen presents his visions for the future as we enter a new, tough decade of challenge.

> "Like a seven-foot basketball player, we need to work hard constantly to stay in shape."

As we enter the 1990s, we're re-dedicating ourselves to delivering solutions to our customers based on our leadership in distributed computing, multivendor networking and open standards. There are no changes in the fundamentals of our business that would cause us to alter this strategy.

Digital invests heavily to make its products meet all accepted standards, with a goal of enabling customers to run application software that plays on a variety of computers, and on many different operating systems. It seems clear to us that success will go to the company with the best technology, highest quality, most thorough testing, and most robust hardware systems.

This means major investments, and in the first six months of this fiscal year alone we have invested $US796 million in research and development; but it is, we believe, the cost of success in this industry.

It appears that the overall market for computers in Europe and Japan is good, but in the US the market is still slow. Uncertain economic conditions are affecting customer purchasing intentions and slowing down the computer industry; consequently, we expect continued pressure on operating results.

Digital is a financially strong company; cash flow has been positive and our balance sheet is solid. We have the resources to carry out our strategy of delivering the best solutions to our customers.

Reorganisation

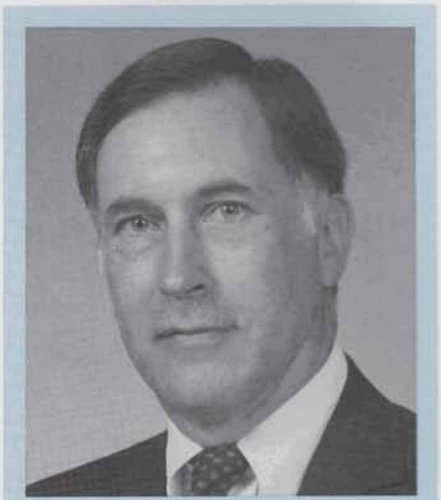
Today we have the products that we dreamed about a few years ago. We've re-aligned organisations to let Sales focus on selling and marketers on marketing. We've put decision-making closer to the Salesperson. We're focusing on accounts. We've made a lot of progress in our enterprise integration work. But we could do so much better with the excellent products and people we have.

We have so many creative people who want to contribute. We have to make sure that good ideas are heard and implemented. We have to listen. And we also have to speak clearly. We want to enable everyone to focus their collective energies in new directions, to change as we need, when we need.

We're a big company in a fast-changing industry. Our size is a big advantage in terms of all the products, services and experienced people we bring to bear to solve the business problems of our customers. But we have to watch our costs carefully while not allowing ourselves to get tied up in process.

Like a seven-foot basketball player, we need to work hard constantly to stay in shape to be fast and effective. Size is an advantage in this game, but we have to be agile, quick and lean.

Remember, customer satisfaction is our paramount goal. We have to focus attention on removing barriers that keep us from doing our very best for our customers. ☐



JIM OSTERHOFF, VP Finance, recently said our corporate revenues grew $US1.2 billion last financial year and that although services continue to represent a larger chunk of that amount than hardware (percentage speaking), their growth has slowed much more than those of hardware revenues.

He added that despite a drop in profit from 17% three years ago to 14% in FY88 and then 10.5% last year, Digital's profitability is still up there with the top 25 of America's largest corporations! ☐

Doing Something About Security

Protecting our own technology is the order of the day.

Part Two

Once we understand that Digital's technology is the company's most important asset, the next step is to protect it.

Regional Security Manager Geoff Dove explains the ways each of us can keep our information — Digital's competitive edge — safe.

Extracts worth remembering from the new Policy & Procedure, "Proprietary Information Protection".

1. With documents (including computer print-outs), the title or first page must have the classification displayed top and bottom. With electronic mail, if it is not possible to display the classification at the top of the first page, it should be displayed below the subject title but before the first line of text. Succeeding pages need only have the classification displayed at the bottom.

2. With media such as magnetic tapes, floppy disks, hard-disk packs, hardware, modules, etc. containing classified information, the classification must be displayed on the outer shell or container using an adhesive label, as well as electronically on the media itself.

3. When not in use and depending on the classification category, sensitive information should be secured in a locked safe, vault, filing cabinet, room or other place capable of preventing unauthorised access. Plus, the place of storage must not bear any indication which might suggest the classification category of the information held. Keys or other instruments allowing access to storage places should also be secured against unauthorised use.

4. Digital classified information may only be accessed by or communicated to persons who have a "need-to-know". That is, those who need — not desire — to have the information in order to carry out their jobs.

5. Employees must not leave classified information higher than DIGITAL INTERNAL USE ONLY exposed in their work areas when they are unattended —even during working hours. However, in cases where employees will be absent for not more than two hours and provided another employee who has the requisite need-to-know is able to keep the desk under observation and has agreed to do so, information may be left turned face down. A locked office door or otherwise secure area may serve as a substitute to having the desk watched.

6. Hard-copy material classified higher than DIGITAL INTERNAL USE ONLY needs to dispatched using two opaque envelopes. Information itself goes in the inner envelope which is to be marked with the relevant classification and this opening instruction: "To be opened only by the addressee". The outer envelope merely bears the mail address. That way, if the outside envelope is damaged during transit, then at least you've got another envelope inside which is going to afford it greater protection than would otherwise be the case.

7. Compliance with the new policy and procedure will be the subject of special interest to corporate auditors. ☐

Gradual Implementation

We asked Regional Security Manager Geoff Dove how easy it is going to be for employees to apply the new P&P to their work areas. "There are a number of things that the Security Department is looking to implement in order to make the transition as painless as possible."

Geoff is looking into pre-printed classification stamp pad sets, for example, to be made a Stationery item. As for lock-up cabinets and other security measures, Geoff explains it will be the obligation of business managers to ensure compliance with the new policy.

"Cost Centre Managers would be expected to acquire cabinets or lock-up containers as they would any other item of office equipment that's essential to their function."

> "The ship has been going in a particular direction for so long now that...nobody expects wonders overnight. It's a gradual process...of orientation."

Advantages Outweigh Disadvantages

Some people may think "Why should we make things more noticeable than what they are at the moment? Isn't that going to invite attention?"

"This is quite a legitimate expression of concern," Geoff says, "but the advantages of classifying and marking confidential information far outweigh the disadvantages of things becoming more conspicuous. At the very least, the classification marking or colour will immediately grab the attention of the employee and remind him or her that it's classified, and that it should not be left exposed."

New Security Measures in A Nutshell

Quite simply, all information sensitive to Digital must be protected against unauthorised access or disclosure. This includes files, records, manuals, drawings, charts, letters and memoranda, as well as the drafts and proofs thereof and EDP media such

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as tapes, disks and diskettes, etc. which contain that information.

As well as educating employees about the importance of protecting this information, the new precautions cover:

- identifying and classifying information according to its sensitivity (which is determined by reference to the impact upon the corporation if this information were to become known to competitors or to the public), and,
- observing special distribution, handling, storage and other procedures.

Classification Procedure

Four classification categories now cover the breadth of Digital's information, and one of them is to be assigned in bold lettering to the medium on which information is recorded. The classification categories are:

DIGITAL RESTRICTED DISTRIBUTION — examples include business plans, unannounced new product specifications, key technical concepts and processes, code names, manufacturing processes, projections about financial results, long term strategies, market strategy papers, executive level personnel or business decision papers.

DIGITAL PERSONAL — employee medical histories, resumes, performance evaluations, salary data, etc.

DIGITAL CONFIDENTIAL — customer information, supplier/vendor lists, competitive survey data, pricing data, new product training information, subsystem designs, work plans pertaining to most products under development, service accounts and bids, etc.

DIGITAL INTERNAL USE ONLY — Digital's world-wide telephone directory, policy and procedure manuals and operational memoranda, etc.

Changing the mind-set of an entire employee population is a tall order. "It's going to take a long time, "Geoff Dove admits. "The ship has been going in a particular direction for so long now that I certainly don't expect, nor does Corporate Security, the company to change at once. Nobody expects wonders overnight. It's a gradual process, as I see it, of orientation." ☐

GEOFF DOVE (far right) escorts Ken Olsen (at left) and a Parliament Information Systems Officer through Parliament House in Canberra during Ken's tour of SPR.

ALL ABOUT BADGES. Corporate Programs Coordinator Therese Nile displays her example of a badge that needs replacing. If your badge has been damaged or if it's been lost or stolen, arrange to have it replaced by contacting F&A's Roslyn Mitchell (SNO/Northern District), Neil Blythman (MEO/Southern District) or Sheryl Sparrow (NZO/New Zealand). In all locations, replacements can be provided quickly using local photographers, while in Auckland it's quicker still — the Country Head Office has its own camera and laminator!

Q2 Results

Digital has reported higher sales for its second quarter (Oct/Nov/Dec) than the first of FY90. For the quarter, total operating revenues were $US3,184,795,000*, compared with $US3,179,506,000 for the comparable quarter a year ago. Net income for the quarter was $US155,402,000, versus last year's second quarter net income of $US279,579,000.

For the six months ended December 30, 1989, the company reported total operating revenues of $US6,315,985,000, up 3% from the $US6,121,305,000 of the comparable period a year ago. Net income for the six months was $US306,185,000, versus $US502,953,000 of the comparable period a year ago. ☐

** At the exchange rates for the Australian and New Zealand dollars at the time of writing, $US3.184 billion equalled $A4.08 billion and $NZ5.30 billion.*

Our Global Sales Advantage: the Individual Challenges

SPR's Axel Dougan, pictured, who in July last year moved to the US, has recently become Sales advocate for SPR opportunities throughout the world. From his position as SPR's Regional Sales Support Manager, Axel moved to the SPR desk in Acton (AKO) and has now become part of a international sales taskforce formed in recognition of the growing importance of GIA Sales opportunities.

As part of the Major Accounts organisation, the following Regions will be served: SPR, the Far East Region (FER), Japan, India, Canada, and Latin America/Caribbean (LA/CR). Heading the program offices are Axel (SPR), Steve To (FER), Norio Murakami (Japan), Nari Bawa (India), and Ray Lindsay (Canada and Latin America/Caribbean).

"The challenge in SPR," Axel explains, "is to try to pull together the increasingly complex international Sales. For instance, we have a major contract pending that involves three countries, eight suppliers and about six Digital account teams — all trying to talk to each other," he says. "The local account manager has to tie it together but, because of the great distances and time differences, I keep the communications lines open and present his concerns."

Other situations affecting Sales in SPR, Axel says, involve current customers whose business takes them into other geographic Regions. "I can make sure our offices in those areas know the background of the customer, providing greater continuity of service."

Axel hopes to develop procedures for such situations, rather than "re-inventing the wheel each time, because we know this is going to happen more and more frequently."

He adds that SPR needs to "learn to work more closely with Europe — especially with the dramatic changes in Eastern Europe —and because Australian and New Zealand business practices are built on British practices, not US practices. Banking and hospital systems in Australia, for instance, are more similar to British systems than to US systems, so we should establish ties in the United Kingdom, too."

Limousines, Gifts and Formal Escorts

A key requirement of Norio Murakami's role in the Japan Region is to provide translation of both language and cultural differences. High-level Japanese business executives are accustomed to such amenities as limousines, gifts and formal escorts. Norio sees to it that important Japanese prospects experience Digital in terms of their own country's business and cultural practices.

Norio also sees a need for a more global view. "Japanese customers are doing more business multinationally. Previously, they mainly exported goods produced in Japan. Now, with a high level of world-wide competition, the view is that the best place in the world to do the planning, the engineering or the manufacturing should do the planning, engineering or manufacturing. So facilities are built in locations all over the world. These activities are now totally global yet totally integrated.

"To meet their expansion outside Japan, they ask us to build systems to support their globalisation. To do that we must sometimes go beyond our own geographical designations. Even such broad terms as 'Europe' or 'GIA' may be too restrictive. The Japanese customer wants to purchase equipment and services where they will be used — whether it's Frankfurt or Cleveland or Tokyo — but treat it as a single sale. Our challenge is to find ways to involve all our groups needed to make that sale — as a single team."

Steve To, manager of the FER program office, describes the Region as "the hub of the Pacific Rim, where US companies are targeting the developing countries as their next frontier." A challenge in the Far East is that the Region is made up of nine areas in which seven languages are spoken.

Different Focus

India Program Manager Nari Bawa says, "We are operating in a very complex environment heavily mired in red tape. Also, our operation there is a joint venture with the Government of India. That raises all kinds of issues."

Among those issues are product and funding questions. "The Government of India promotes sales of locally manufactured products. Because we manufacture MicroVAX II and 3400 products in India, we can sell those readily. But if our customers want to buy more of Digital's product line, those products must be imported. And then we're involved in questions of currency, exchange rates and balance-of-trade policies."

The last two regions, Canada and Latin America/Caribbean, present a touch of irony, according to Ray Lindsay, the Region's program manager. "Because these Regions are not remote to the US, they tend to be overlooked. Being close to Acton is not always a benefit."

As 'ambassadors', the Program Managers take an important lead in dealing with Government agencies, trade relations groups, trade press and business press. ☐

AUSTRALIA'S KILLER

Newcastle Digits Escape the Worst

Visions of the destruction of San Francisco sprang immediately to mind in the eerie silence following Australia's worst earthquake, the December 28 killer that measured 5.5 on the Richter Scale and shook most of the eastern seaboard.

Centred on Newcastle, an industrial city 160kms north of Sydney, the ten-second earthquake struck like a bomb, killing 12, injuring 170 and wreaking over a billion dollars worth of damage in Australia's sixth-largest city. Power was cut, people were evacuated from buildings (or worse still, trapped inside them) and other buildings were in danger of collapsing throughout the sprawling community of 425,000 people.

The epicentre was plotted only a few kilometres from our Newcastle (NLO) office which, in the suburb of Waratah, is only a short distance from the Newcastle Workers Club where most of the fatalities occurred.

Of the 24 permanent Novocastrian Digits, only eight were in the NLO office when the earthquake struck at 10:28am. Some of these were at customer sites.

Digital's presence in Newcastle, our one-storey building in Crescent Road, shook so badly that those inside responded instinctively: they immediatley dropped whatever they were doing and ran for daylight.

Once outdoors, Digits gathered together on the pavement with occupants of other buildings in the street and watched in awe as NLO's doors "wobbled" and panes of glass shook.

"It was hard to tell whether it was the pavement under our feet moving or our knees knocking in fear," says Laurie McConaghey, NLO's CS Service Delivery Manager.

Picking Up the Pieces

When the quake passed, Digits were allowed back inside. Finding no appreciable damage, they checked with families and, for the most part, were able to determine that those closest to them were safe. Some had relatives down in the region's coal mines at the time, and knowledge of that caused a great deal of concern.

One NLO Digit who lives near Newcastle's half-destroyed CBD lost a chimney. Another lost a window, and everyone — even those who live 30kms from the city centre — has a sad tale to tell about their crockery, television sets, book shelves and the like.

NLO office services some 200 accounts, from very large to very small, scattered across the State. Customers include BHP, the University of New England, the Australian-Anglo Observatory, Steggles, Sanitarium, CSR and the Hunter Water Board. Many NLO customer sites were badly hit, yet not one machine "broke" — although problems were caused by power surges and the five-hour power blackout which followed the quake, tripping circuit boards.

Those CS Engineers who were at customer sites when the quake hit soon returned to the NLO office as the business of resurrecting customers' gear that urgently needed attention began. The five-storey building of one major Digital user, the Greater Newcastle Permanent Building Society, was literally buckled by quake, its stairwell pulled apard from the main building and brickwork in danger of collapsing. Not surprisingly, their VAX machines had been "tossed around like building blocks". Beyond some difficulty re-booting disk drives, the Society's computers later blinked back to life just like in the advertisements.

DEATH AND DESTRUCTION struck at the Newcastle Workers Club — only 8 minutes' drive from our Newcastle office. ▼

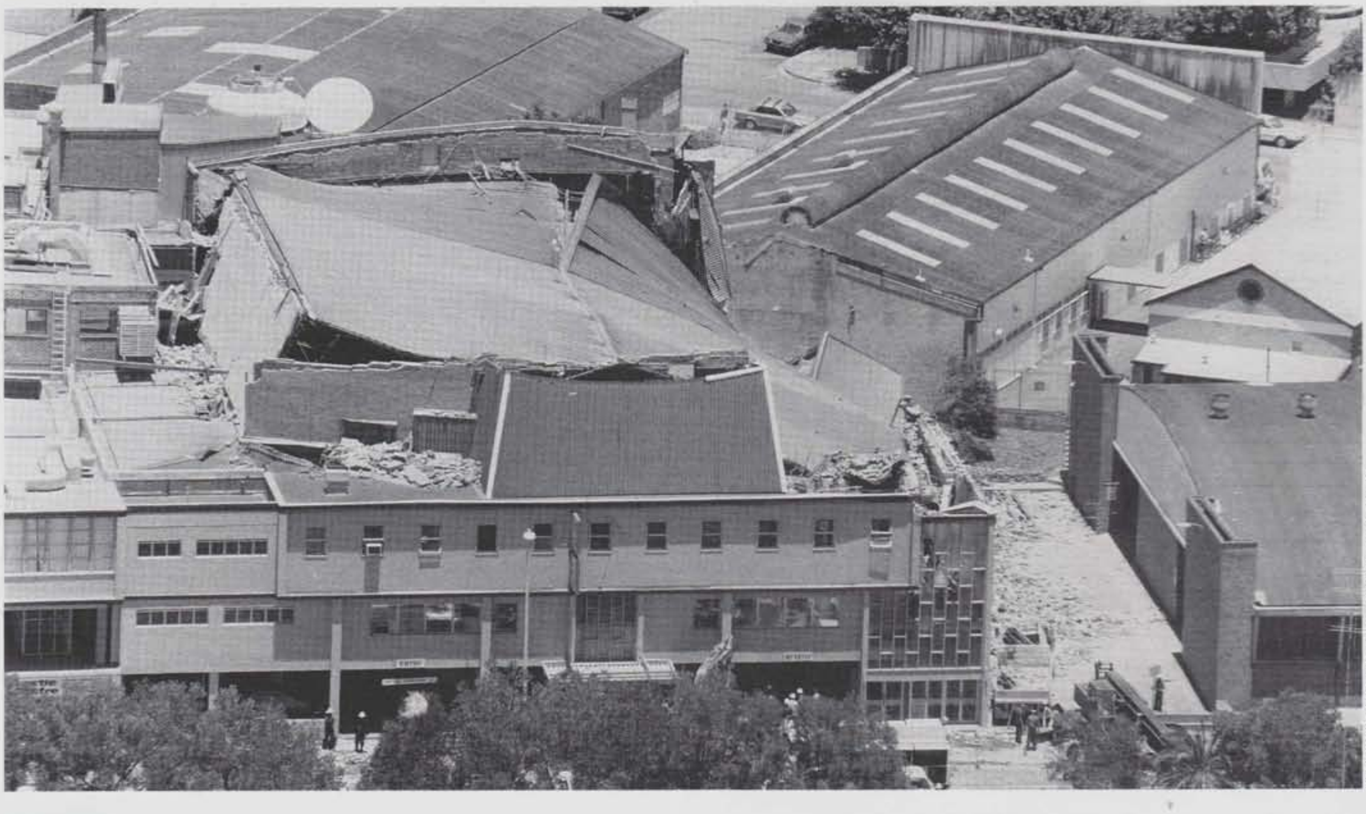


PHOTO COURTESY OF THE DAILY TELEGRAPH

QUAKE

Engineers worked through the night. Another big user, BHP, needed to make steel at midnight — earthquake or no earthquake. A hospital needed its VAX-based medical records system up and running to record patient transfers at the height of the rescue efforts.

One visible legacy of the earthquake in the NLO building is a crack across the floor. Because of the shortage of structural engineers in the killer quake's aftermath, it was some time before the crack was checked out. No other damage was done to our building.

State-wide Shockwaves

The quake was felt by people in more than a quarter of New South Wales, with reports ranging from blackouts and falling objects to widespread swaying of high-rise structures. Scientists detected its effect as far away as Tasmania in the south and Brisbane to the north.

Closer to home, all power stopped for several minutes at our 3-storey Mowbray Road facility, SNA, home to EIC (nee CSS), NaC and Manufacturing. At first, many staff thought the shockwave was caused by a truck accident, but discovered none when they looked outdoors.

At another 3-storey site, Customer Services' home at St. Leonards site (STL), shuddered briefly as if hit by a silent underground explosion. Yet another 3-storey structure, SNH a block away from Chatswood Tower, housed staff who said the walls of their building "started shaking" and, like at SNA, they looked outside expecting to see a car crash on busy Pacific Highway.

Perhaps the largest concentration of Digits holding onto their seats were sitting in Chatswood Tower (SNO) where over 125 employees — a third of its usual workforce — were inside the 12-storey high-rise.

"I was on the ninth floor speaking on the phone to St. Leonards when it hit," says John Pritchard, District Facilities Manager who also served as Building Manager for the Tower in the absence of those on holidays. John knew it was a quake when the person on the other end of the telephone felt it at the same time. During the height of the trembler, John reckons SNO "was moving 100mms in any given direction for several seconds" as the building flexed from the ground up.

On the 12th floor, rattling venetians alerted Regional Finance Manager and Executive Committee member, John Lamb, who evacuated that floor. "When someone drops something heavy near you and you feel the shockwave, you know instinctively that it's local. This was different," John says. "The whole structure was moving.

"We got a real good shake."

Closer to mother earth the affect of quake was at first mistaken for just another in the constant stream of vibrations caused by trains plying the North Shore line. In the Mailroom, located directly above the train tracks, a partition rattled — but then, it always rattles when the door adjacent is shut. However, when the rattling got louder and everything, even the VT100 terminal across the room and the desk it sits on "jumped and bounced," Facilities Supervisor Mike Duffy cleared the floor.

Reactions of SNO occupants varied greatly. Some held witty repartees about existential out-of-body experiences, while others simply made for fire stairs. When the emergency alarms and calls for evacuation came, staff milled outside while John Pritchard, Ranjith Premanchandra (Rhodes Engineering Manager), Regional Security Manager Geoff Dove and others took charge.

They inspected the building and held discussions with a structural engineer from its owners. When it was agreed that there was no danger, staff were allowed to return and in practically every area of every facility, radios could be heard telling of the destruction in Newcastle.

What the radio didn't report, the grapevine did — chief among it the good news that NLO's Laurie McConaghey had managed to phone CS's John Bolton and that all was well at our office.

While Newcastle employees were kept busy checking on damage at their homes and customer sites, it was business as usual at other facilities. Almost. At SNO, Mailroom employees were kept jumping by Mike Duffy, who rattled *that* partition for the rest of the day whenever he wanted their undivided attention!

Service calls were received at NLO for several days as power was restored and the city's workforce returned to buildings, many of them in Newcastle's CBD where one out of every two suffered significant structural damage from Australia's first killer quake. ☐

ALL FOR ONE, one for all as rescuers searched the rubble of the Newcastle Workers Club. ▼

PHOTO COURTESY OF THE DAILY TELEGRAPH

Concerned Employees a World Away

A fitting postscript concerning the earthquake comes from within Digital: less than 30 minutes after the earthquake, SPR was already receiving EMs and phone calls asking for news.

Livewire, the employee VTX account, and DECWORLD, Digital's worldwide employee newsletter, both contacted *Digitalk* asking for the lowdown, explaining that during Hurricane Hugo in Puerto Rico and the quake in San Francisco, there was widespread worrying done by employees wanting to know that people "they write mail to and work with over the net" were alright.

A detailed message about the Newcastle quake later appeared on the US-based Livewire and Vogon VTX news services, allaying fellow Digits' fears for the safety of SPR employees. We'd like to thank them all here and now for their concern. ☐

CHRISTMAS SPR-STYLE

BRISBANE DIGITS CELEBRATED the holiday season in Roman style with a fancy dress party held — appropriately — in 'The Mediterranean Room' at Wanganui River Gardens.

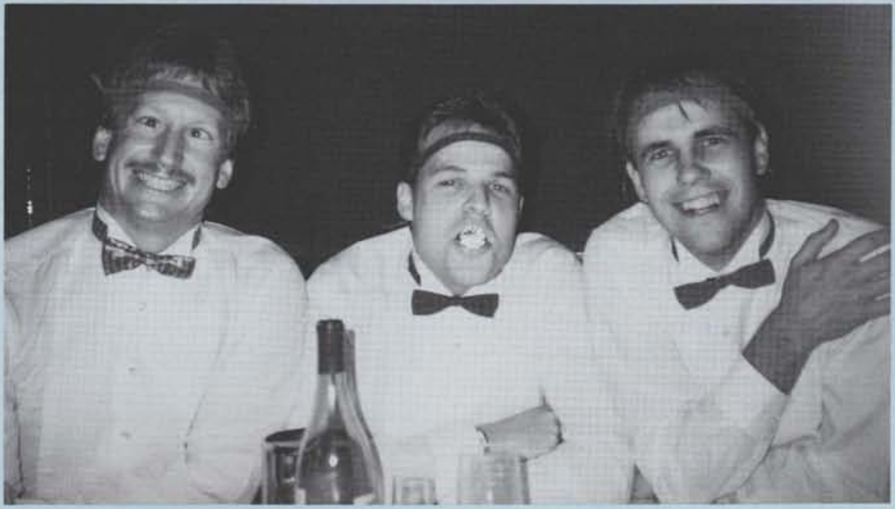
Captured below, CS State Manager Peter "Lion-mauled Christian" Gracie is given notice of a de-booking by Sales' Keith "Naughtius Maximus" Lamb.

Peter's reaction: "I survived the lions, only to be savaged by Sales!"

PERTH BRANCH hired a double-decker bus to transport WPO Digits to and from their Christmas party at Mulberry Farm, and also provided night club passes for those Digits who wanted to extend the evening.

As accustomed as she is to the constant attention of Perth paparazzi, SWS Specialist Jayne McKnight still had a thing or two to say to this photographer on the return trip from the party.

It may have had something to do with the part of the photograph we cut out!



VENUE: ADELAIDE HILTON International. Dress: formal. The look: glamorous — well, for most anyway. ADO tried for a touch of class for its Christmas party, but some Digits just couldn't help reverting back to their normal appearance. From left to right, CS Engineers Wayne Burgess, Andrew Stephens and Andrew Simpson clown it up.

PRESENTS FROM SANTA topped off a glorious day for the children of WPO Digits, whose Christmas party was held at Perth's biggest theme park, Adventure World.

DAO BRANCH MANAGER Barry Caire helps himself to the scrumptious food served at the DAO Christmas celebrations, watched closely by his wife Gail (in the interests of his body beautiful!).

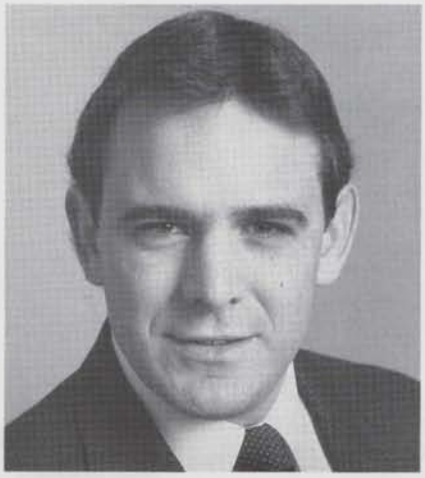
. . Moving Times . . . Moving Times . .

LEE CAMERON, in addition to his responsibilities as Workstation Marketing Manager, has taken on the role of NaC/Desktop Group Manager on a temporary basis until the end of FY90.

"Digital has the most comprehensive and powerful set of networking products and desktop workstations in the industry. My group's goals are to convey a clear understanding of our leadership products and solutions to the market-at-large, while at the same time we provide Sales with the training, tools and programs to sell them."

GREG DONOVAN has been appointed to the CS Business Group, initially to take up the position of the Project Manager responsible for development of the Desktop Service offerings, managing the Desktop Development team.

Greg joined Digital in February, 1984 and most recently was the Materials Manager responsible for the LOS, inventory and financial performance of SPR Logistics.



MICHAEL RHODES has — appropriately — been appointed as Security Manager for our new headquarters in Rhodes. Michael takes on his new position armed with many years' experience in the security industry, during which he was instrumental in setting up the Institute of Hotel Security and Safety Management (which he also chaired for three and a half years) and to which he is now a consultant.

Digital Meets Critical Standard

Our Manufacturing group at Mowbray Road (SNA) has received accreditation to Standard AS 3902 through Standards Australia's Supplier Assessment Scheme — making Digital the first Australian-based computer manufacturing facility to receive accreditation to this quality standard.

What makes this all very important is that the standard AS 3902 is one of a series of Australian manufacturing quality standards which are aligned with the International Standards Organisation (ISO) 9000 series. Standard AS 3902 in fact deals with production and installation systems for ensuring the quality of manufactured products.

"Quality Assurance Standard AS 3902 is increasingly required for equipment purchases by the Government," according to Peter Seuffert, Regional Manufacturing Manager. "Large corporations are also specifying that equipment be manufactured by facilities meeting this standard."

The certification of the SNA group by Standards Australia will result in flow-on benefits for the manufacture of products for export, one of the cornerstones of our participation in the Partnership for Development agreement with the Australian Government. We plan to manufacture a number of hardware products in Australia for export to Pacific Rim markets, resulting in more than $A100-million in exports over a five-year period. ☐

MARIA DARAGOJEVIC, SNA Assembler/Tester, assembles a NaC product.

Export Compliance — No Lightweight Matter

Export compliance, simply stated, is a set of regulations designed to prevent our high-technology products from falling into unauthorised hands — unauthorised, that is, by the US Government, or more specifically, the US Department of Commerce. Being a US company that operates internationally, all Digital's product sales, regardless of the sales territory, are subject to the American regulations.

Additionally, now that Australia is a member of COCOM (Co-Ordinating Committee for Multilateral Export Controls) we must also comply with Australia's complementary export regulations.

"As we all know, SPR's sales territory is made up of Australia, New Zealand, New Guinea and Fiji. But our customers, particularly our Added Value Resellers, may have markets outside our sales territory," explains Regional Export Compliance Manager Patrick West.

"The Soviet Union and the East Bloc countries, together with some unscrupulous people outside those areas, can save a tremendous investment in research and development by doing the next best thing — acquiring the product, taking it to pieces, analysing it and then copying it," Patrick continues.

"There is a lot of originality in our products and they can be easily adapted by unprincipled individuals to offensive/defensive applications, the manufacture of atomic weapons and missile delivery systems for example. This may not be contrary to Australia's foreign policy, but it would be contrary to America's foreign policy and Digital is an American company."

De-centralisation

The role of the Regional Export Administration group, headed by Patrick, is that of export compliance 'watchdog'. It is his responsibility to ensure the regulations are followed, but this can only be done with the full support and understanding of the Salesforce and the various functions involved in every customer transaction.

For this reason, Patrick has proposed, and gained acceptance from the Executive Committee for, a de-centralising of the Export Administration group's tasks. The company's aim is to merge export controls ultimately with business controls so that export compliance will become part and parcel of a functional manager's role in completing any business transaction.

"I'm only the guardian or consultant of the Distribution License, available for guidance, advice and so on," says Patrick. "The people who have to enact the regulations, particularly Sales and CAS, have to be on our side. They are the players and the simple rulebook —the export ICP manual — has been widely distributed to all managers and export control points."

That "simple rulebook" was one of Patrick's first achievements as Export Compliance Manager. Designed and developed by him as an easy-to-use guide, SPR's export ICP manual has been adopted by GIA as the benchmark for Digital's export ICP manuals around the world.

"But," says Patrick, "people must read it! If you know the rules and evaluate compliance with them, as you would evaluate every other aspect of a sale, export controls are not complicated.

"From the moment an account representative takes an order he or she is supposed to verify the end-use that the customer is going to put that product to. That is the first checkpoint for export compliance. It's a matter of attitude — at that point the salesperson must be alert to potential diversions.

Possible Audit

"Really, export compliance should never be an appendage to business controls — it should be inherent to them," Patrick explains. "In fact, export compliance is only time-consuming if you have to retrace your steps to produce the kind of evidence that would be required for an audit."

The US Department of Commerce has told Corporate Export that it intends to audit at least 16 of Digital's subsidiaries. According to Patrick, if SPR's name is drawn out of the hat, the first we will know about it is when Subsidiary Manager Frank Wroe gets a call to say the auditors are on their way!

With our Distribution License coming up for renewal by the US Commerce Department in April this year, Patrick is all the more keen to see export compliance controls become part of the process of normal business controls.

"I would hope," says Patrick, "that in the near future, even if export compliance control have not yet been merged with business controls, there will be a better understanding, particularly by the Salesforce, that export regulations are not designed to inhibit sales.

"They are there to safeguard our Distribution License and thus protect Digital's business." ☐

Welcome Aboard

John Hudson, Sales Representative, SNM
Stan Karpowicz, Account Development Representative, MEO
Tro Diep, Assembler/Tester, SNA
Margaret Chun, Assembler/Tester, SNA
Keith Morris, Sales Representative, NZO
Rainer Kock, MFG Source Inspector, SNA
Praidon Youkhana, Assembler/Tester, SNA
Arthur Hartwig, Engineer, SNA
Michael Paddon, SWS Specialist, MEO
Richard Cotta, SWS Specialist, DAO
Linda Robertson, Secretary, MEA
Harry Udy, CS Contract Administrator, STL
Anthony KO, SWS Specialist, STL
Gil Jetley, Sales Representative, WEO
Mark Barnhoorn, SWD Specialist, MEO
Gerry Grenier, CS Manager, NZO
John Goss, Branch Logistics Assistant, SNL
Pee Gu Lim, SWS Specialist, MEO
Rob McConnell, Business Development Manager, SNO
Diane Ibrahim, Branch Logistics Assistant, MEA
Trisha Ashby, Secretary, WPO
Brenda Turnbull, Desktop Specialist, MEO
David Hallewell, Branch Logistics Assistant, BBO
Wayne McAuliffe, CS Service Delivery Unit Manager, SNS
Graham Elmes, CS Engineer, WEO
Anne McMillan-Jones, Secretary, MEO
Jerry Shacham, Sales Representative, SNH
Cathy Martens, Customer Response Representative, STL
Diane Johnston, Secretary, SNO
Ivan De Favari, Principal SWS Specialist, ADO
Ian Lucas, Engineer, SNA
David Bath, Engineer, SNA
David Kaczmarczyk, Clerk, SNO
John Dale, CS Account Specialist, STL
Debbie Hyde, SWS Specialist, STL
Bruce Morrow, Regional Business Manager, STL
Gary Pettitt, Clerk, SNO
Ling Khoo, Senior Computer Operator, SNH
Andrew Lee, CS Engineer, SNL
Nigel Grant, Stockkeeper, SNL
Noel Walsh, Stockkeeper, SNL
Phil Ridder, CS Engineer, IVO
Kenneth Jenkinson, Engineer, SNA
Wendy Cranfieldd, Regional Secretary, NZO
Peg Tavierne, Material Planner, SNA
Damian Parkes, CS Engineer, SNL
Phillip Housley, NZ Materials Controller/Planner, NZO ☐

Patrick West: SPR'S Quiet Achiever

When Regional Export Administration Manager Patrick West retires later this year, he will leave behind a commemorative trail of achievements spanning fifteen years and crossing through every function in SPR and into GIA.

In his career with Digital, Patrick has quietly and steadily built some of the most important foundations on which SPR now lies.

Originally from Britain, though now an Aussie of 21 years' residence, Patrick West joined Digital in October 1975, hired as our first Regional Educational Services manager after seven years in that same role with NCR.

With just two instructors, Patrick was responsible initially for customer training and ultimately for Sales, FS and Personnel development training as well. The group grew to 18 members by 1982.

In the January of that year, Patrick handed the Edu Services reins to Paul Williams and left Australia in June to take on a two-year appointment with Corporate Edu Services in the US.

On his return to Australia Patrick helped Paul Bresnahan to establish the Systems Business operation until, six months later, he was offered his current position, as SPR's first Regional Export Administration Manager.

"Prior to that," explains Patrick, "export administration had been completely managed by CAS*. The company had been going through a rough time in Europe, in terms of complying with export regulations, and so Digital world-wide was told to re-address the situation. Export administration became separated from CAS and was attached to the Legal department."

Testimony to Success

Kim Jenkins, Regional Legal Counsel and Patrick's manager, takes up the story from there: "When Patrick took on his new role, the company had a less than satisfactory knowledge of, and attitude to, export regulations. Since his appointment he has driven a high level of awareness throughout the Region.

"Associated with this he has introduced intelligible policies and procedures and driven a compliance ethos through the functions, particularly via the Export Compliance Committee.

"There is more to be done in achieving an awareness of the importance of export compliance," Kim continues, "but we are well on the way and if it wasn't for Patrick and the functional co-operation he has obtained, we wouldn't have achieved as much as we have.

"Patrick is to be congratulated on his achievements in the Export area and I'm relying on him to take us to the point where we can stand tall as an example to the rest of the Corporation."

Strong Manager

Admiration for Patrick, professionally and personally, is spread throughout the company. Regional Bid Centre Manager Colleen Higgins, speaking on behalf of Digits who worked with Patrick back in those early Edu Services days, says, "Patrick was a strong Manager, who supported and fought for his staff and who encouraged them to reach their potential. Above all, he was then and still is a marvellous friend to all those who worked for him or with him."

Colleen was working for Software Services in 1978 in Melbourne and wanted to move to Sydney.

"Patrick interviewed me in Melbourne and offered me the position as his Secretary in Edu Services in Sydney. Three months after moving to Sydney, Rhonda Milne, who was then the Training Registrar and is now a Sales Representative, resigned and I applied to Patrick for this position."

"By hiring me as Registrar, Patrick gave me the opportunity to make the sometimes impossible move from the secretarial field into the professional arena. My career certainly started then and I owe Patrick so much for believing in me."

When Patrick leaves us in October this year he will be missed by many. Beyond his remarkable achievements in gaining cross-functional recognition for the importance of export compliance and in developing our Edu Services group, Patrick West will long be remembered as 'one of the good guys'. ☐

** Customer Administration Services*

ACT Technology Gives Westpac a Leading Edge

Westpac Banking Corporation, Australia's largest bank, has been licensed software developed at our Application Centre for Technology (ACT) for Australian software house Managed Funds Software Pty Ltd (MFS).

MFS specialises in the development of new software packages for the Managed Funds industry, which comprises Unit Trusts, Mutual Funds and similar investment vehicles that pool and invest money of investors who share similar financial goals and objectives.

A major feature of the software is that it enables the bank to process transactions quickly and pay commissions to intermediaries faster. It is targeted for export to the USA, Europe and Japan. These exports will be facilitated by Digital through our Partnership for Development program with the Australian Government.

Westpac's Financial Services group has been using the MFS Trust Administration software since April last year and it has already saved the bank several months of software development. ☐

NATIONAL ACCOUNT Manager for Westpac, Ray Whitfield (centre) looks on as John Lawson (left) from Westpac and Glenn Taylor, MD of Managed Funds Software, sign the licensing agreement.

OVER THE YEARS, we've featured Digits who sing in the opera, go to great heights to take photographs, and play all manners of sport (bungy jumping springs immediately to mind). Not many, however, have earned acclaim as quickly as has SNO-based Maria Gavranich.

In her spare time, Maria (Secretary to both the Industry and Desktop Marketing groups), trips the light fantastic as a Ballroom dancer. What's amazing is that in a career spanning less than a year, she has finished at or near the top of every competition she's entered.

- *In her very first competition, an event organised by the Society of Teachers of Dancing and which she entered for experience only, Maria was chosen to represent her country with the Australian team at the Australasian Championships in Auckland — but more about that in a moment.*
- *Maria's second outing was the South Pacific Ballroom Dancing Championships held at the NSW State Sports Centre in September. There, she and her partner out-danced 70 other couples to take second place in the Latin American section.*
- *Back to the Australasian Championships in New Zealand, that was only Maria's third competition — an international one at that — and she placed in the final six.*

All three events are major competitions that attracted hundreds of dancers from around the world and pitted newcomer Maria against experienced, qualified dancers — making her track record all the more meritorious.

Maria's goal is, quite simply, "to hit the top" with her dancing career and to that end will continue training for this year's round of Ballroom Dancing Championships. "I love dancing, and have always wanted to dance ever since I can remember," she says.

Good luck, Maria and move over, Ginger Rogers!

* * *

Computer Corner: Did you know that one billion bits of information is equivalent to 100,000 double-spaced, typed pages?

* * *

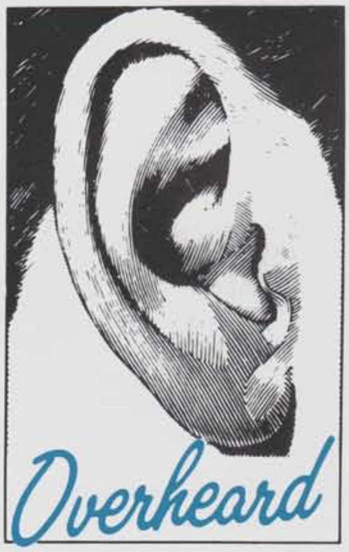
Oops and double oooops! Eagle-eyed Network guru John Vallance pointed out an error in our October/November issue about the lineage of the PDP family. The PDP-6, unveiled in October 1964 was a 36-bit machine and forerunner of the DECsystem 10 and DECSYSTEM 20 computers — not a 32-bit computer as we reported.

To prove the old adage that you shouldn't make the same mistake twice (keep inventing new ones), we claimed in the same issue that one Arjen Arnold was celebrating five years of service with Digital. Well, he would've — if he hadn't left the company "yonks" ago. Thanks to Payroll's Denise Lehmann for setting us straight!

* * *

Congratulations to ADO Sales Representative Peter Grob in Adelaide who has certed SPR's first order for our new mainframe, in particular a VAX 9000/410.

This was no mean feat, considering it is not only the first sale in SPR of our new mainframe, but possibly the first in GIA and probably one of the first 30 in the world.



Regardless, Peter deserves a hearty pat on the back and has certainly earned the case of champers he received from Marketing!

* * *

A final word on ID badges (page) is that, after checking out Ken Olsen's badge when he was here in October, we can answer a few questions often heard asked around the traps.

Yes, even Ken wears a Digital badge and, yes, it's the same as everyone else's.

Yes, his badge number is indeed "one".

And yes, even the company's founder and President is refused entry to company premises and functions without one — as seen at the Sydney staff function where Ken was "detained" momentarily while he produced his Digital badge.

* * *

In the last couple of months, SNH (Pacific Highway, Chatswood) SWS Specialist Mark Briffa has been the subject of a hefty load of telexes and memos — all complimentary we might add! In November, at the request of GIA and Digital India, Mark made a visit to a major customer in India — Tata Steel — giving a seminar presentation and answering difficult technical questions about our transaction processing capabilities.

His visit has been applauded by all involved, not only because of the positive impact Mark made, but because of his ability to survive in the difficult environmental conditions of that country. In fact, Mark was the only non-Indian member of the seminar team who was spared intestinal disorders because he brought his own bottled water — smart cookie in more ways than one!

* * *

Not all requests for help from fellow Digits are of the black and white variety ... US-based planners and designers of an upcoming GIA Roadshow recently asked Corporate Communications @SNO for the colour schemes of leading Aussie and Kiwi hotels, since they have it in their heads to create a single set of banners, signage, etc to work in all GIA locations.

One wonders, though, what colour could possibly match the decor of function rooms in countries as diverse as Australia and Brazil, New Zealand and Hong Kong, Canada and Chile, and Jamaica and Japan?

* * *

And while SNL is taking a bow, they have another reason to be happy with the news that a long-awaited, major event will take place in October.

That is the date set for the wedding of SNL System Administrator David Lillyman and SNL Manufacturing Material Continuity Planner Allanah Baxter — a union all the more significant because it will unite four Digits from the same Branch into one family. David is the son of SNL Sales Delivery Supervisor Barbara Lillyman while Allanah's sister is SD Sales Delivery Representative Kerrie Howarth.

The long-awaited engagement became formal on Christmas Eve, when David not only popped the big question, but (on receiving the correct answer) also popped a beautiful diamond ring onto Allanah's finger!

Congratulations to the happy couple.

WHILE ON HOLIDAYS late last year, Parisian Digits Brigitte Fousse (standing left) and Josette Tran dropped into the Perth office and said "'ello" to WPO Receptionist Dianne Lange (seated).

The 'French Connection' has been maintained with correspondence since, and it seems Brigitte and Josette were so impressed by their Down Under experience —especially Perth — that they are planning a return trip next year.

Continued Page 16

Technology for Export has Success on the Homefront

In February 1989, Australia's Department of Community Services and Health (DCSH) agreed to beta test our MUXserver 300/DECmux 300 Remote Terminal Server, a product designed and manufactured in Australia. Now, less than a year later, the MUXserver/DECmux system has become central to the Department's nation-wide information network.

Because the Department is highly decentralised, DCSH needed to extend essential computer services to remote locations at a reasonable cost. Remote terminal servers are replacing a system which used a combination of floppy disks and the postal service, along with FAX machines, to communicate information.

The main advantage of the system is cost saving. Numerous remote users of low-cost terminals can use the LAN over leased lines with a flat monthly charge.

DCSH has 1500 of Digital's terminals connected to the Ethernet either directly or via remote terminal servers. It is projected that the programme will see DCSH with over 2000 of our terminals by 1991. The Department also added its second VAX 8820 computer system last year at its Canberra headquarters, making a total of 15 VAX processors.

The Department also has plans to add to the network its new disability information system still under development, and has embarked on linking Hearing Centres to the system, with six of the country's 64 centres already on stream.

Thus the first of our Australian-made-for-export products appears to be doing the job at home as well — a success that is encouragement for continued Australian development and manufacture of information technology products. ☐

Aussie Hardware to the World

The second of our hardware products designed and manufactured locally for export world-wide has been released.

The MUXserver 310 Remote Terminal Server is a new, low-cost option for the MUXserver 300/DECmux 300 Remote Terminal Server system released last year.

In the development of both the MUXserver 300 and MUXserver 310 systems, Digital worked closely with a number of local companies with the aim of increasing the local content of our Australian-manufactured products.

"At present, the MUXserver 310 contains a high level of local content," states John Green, Regional EIC* (Enterprise Integration Centre) Manager. "We expect this level to rise substantially as we see the results of our infrastructure development efforts and we certify more local suppliers.

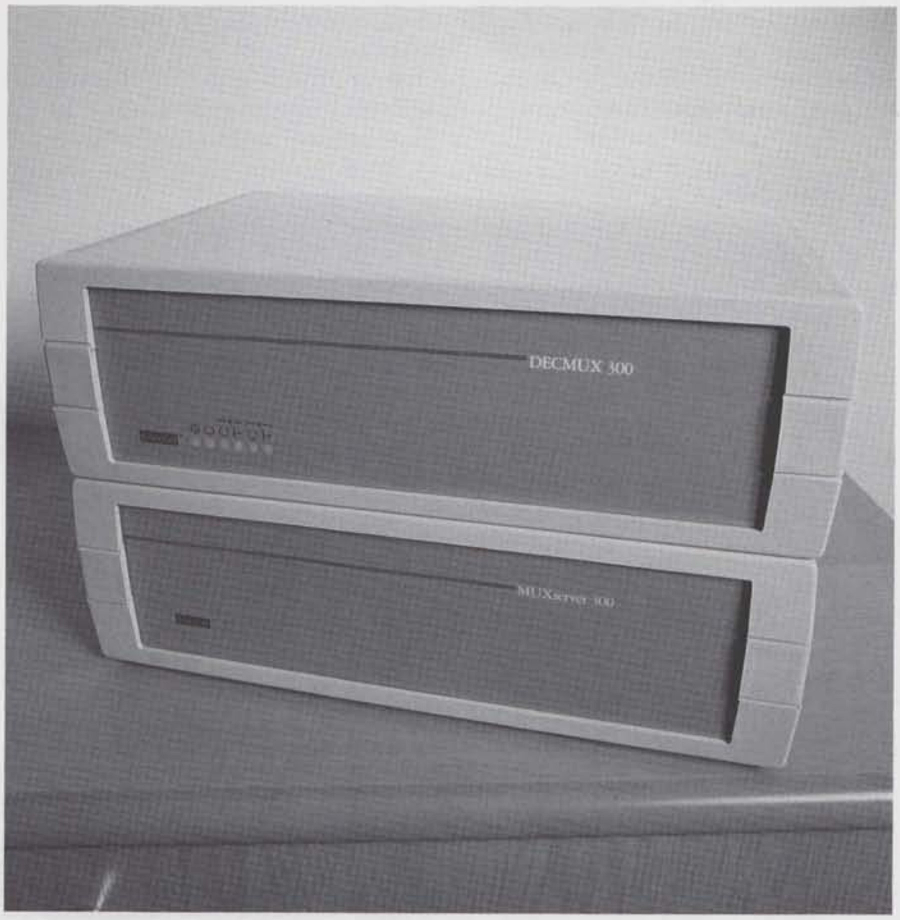
"The export of the MUXserver 310 demonstrates Digital's commitment to continuing product development and manufacturing in Australia."

Exports of the MUXserver 310 and our other Australian-manufactured products will contribute significantly to the fulfilment of our Partnership for Development targets of $A100 million per year in Australian exports and $A25 million per year in Australian R&D.

The MUXserver 310 system provides a cost-effective solution for customers who need to connect up to 16 remote devices to a local Ethernet. These devices can be terminals, PCs in terminal emulation mode, printers or hosts.

Hardware costs are reduced as the system combines the functions of a statistical multiplexer and terminal server in the one unit. The MUXserver 310 also minimises phone line and modem costs, as multiple users share one leased phone line with a flat monthly charge regardless of usage.

Teamed with the DECmux 300, the earlier MUXserver 300 will support up to 48 remote asynchronous devices, where the MUXserver 310 will connect up to 16 devices. At 60 percent the price of the MUXserver 300, the MUXserver 310 is better suited to customers with fewer users at one or two sites. ☐



** EIC is the new name for the CSS group.*

DECtrade Earlybirds

Two SPR Digits were part of a world-wide contingent of SWS 'interns' who went to Marlboro, Massachusetts in the US late last year for the DECtrade Internship Program, an intensive course in DECtrade, Digital's software platform for customised trading system solutions.

Developed by the Financial Systems Group (FSG) of the Corporate Systems Group (CSG), DECtrade answers a critical need shared by securities trading and investment organisations world-wide — to access, analyse, and manipulate market data in real time.

The DECtrade program calls on the full range of Digital's systems integration skills and programs, and represents the kind of business that Digital is pursuing now — systems and enterprise integration. Implementing a trading room project can take from 18 months to two years.

"Because systems integration projects are extremely complex," states John Howard, Principal Software Engineer, "we decided to train the field as early as possible to support the sales effort, customers, third parties, and ultimately, DECtrade projects. The internship was an intense learning experience, progressing in content from concepts to applications programming. The interns will now train their area colleagues to ensure full field readiness."

The concept of early training to support major products has been endorsed by the 23 DECtrade interns, who came from SPR, Japan, Switzerland, the UK, France, Canada, and the US.

SWS Specialists Hugh Maclaurin from O'Connell Street, Sydney (SNM) and Mark Priebatsch from Melbourne (MEO) took part in the DECtrade Internship Program last year.

Says Hugh, "The program gave us a chance to establish valuable contacts with our world-wide peers — members of the engineering group and members of the various marketing groups.

HUGH MACLAURIN took part in the DECtrade Internship Program in the US.

Expo 90

"The early training helped us to disseminate information to prospects immediately the product was announced at the Melbourne Finance Expo," Hugh adds. "Because DECtrade projects have a substantial lead time, early training also allowed us to begin qualifying customers long before the product release date. A number of customers have shown a keen interest in building a proto-type system."

Hugh also felt that the DECtrade internship assisted in the implementation of DECtrade at the Melbourne Finance Expo, held last November. "Expo 90 raised awareness of the product," says Hugh, "and a number of customers have requested follow up demos and technical discussions."

Rob Hamilton, Regional Marketing Manager for Banking and Finance, explains that the Capital Markets area is a major activity for SPR in the finance market. "DECtrade is our platform for this sector and provides Digital a significant advantage over our competitors," comments Rob. "The release of DECtrade at Expo 90 was part of a world-wide release in November with DECtrade being exhibited at similar events in Tokyo, London and New York.

"Expo 90 was a huge success and attracted nearly 250 attendees from all the major finance institutions of SPR as well as visitors from Malaysia, Hong Kong, Singapore, New Zealand, the UK, Belgium, the US and even a visitor from Columbia," notes Rob.

"The DECtrade — and accompanying software — displays created a huge amount of interested throughout the entire Expo 90 event. This confirmed our beliefs in the importance and need for DECtrade in this market sector."

Rob believes that the participation of SPR in the DECtrade Internship Program is also a sign of our commitment to this strategic market for SPR.

"DECtrade gives us strategic penetration into the financial services industry, a competitive advantage. Gaining control in the trading room, the front office in this industry, will put us in a strong position to expand our presence throughout the enterprise." ☐

THE DECtrade DISPLAYS at Expo 90, held last November in Melbourne.

Heave Ho at Rhodes

THERE IS NO BETTER A SYMBOL of the South Pacific than palm trees and this 30-ton specimen, moved out of the way of nearby roadworks, now rests peacefully in the forecourt of the visitors' entrance to our new Rhodes facility.

The important final touches are now being made — painting, ceiling inlay work, landscaping and other finishes along with electrical, data and phone services that are being installed simultaneously throughout the complex. The specially designed workstations are already in place on level 2B.

The construction of access roads for the public and employees is complete, with the service road construction to the rear following shortly.

In these increasingly competitive times the Rhodes facility will provide Digital in Sydney and throughout the Region with a modern, fully equipped headquarters as a 'home' for our Regional operation. ☐

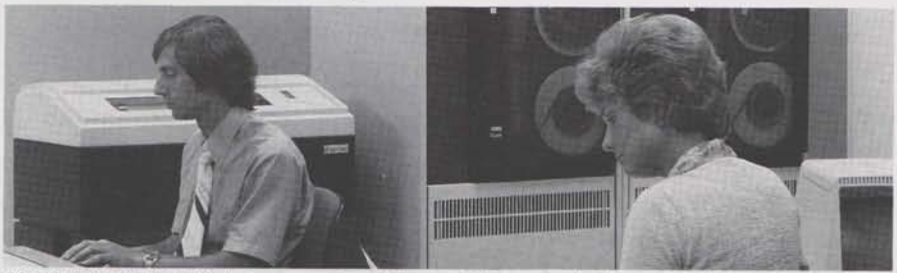
Lest We Forget

January

1968: Digital's stock begins trading on the American Stock Exchange.
1976: DECSYSTEM-20 is introduced.
1979: Sydney FS Branch — with 54 Engineers — ranks as one of the largest in Digital's world.
1983: Digital Equipment Australia changes its name to Digital Equipment Corporation (Australia) Pty Ltd.
1986: Introduction of VAX 8800, VAX 8200, VAX 8300 and VAXstation II/GPX.
1987: Introduction of VAX 8978 and VAX 8974.
1988: VAXstation 8000 released. Digital and Apple Computer, Inc., announce a joint development effort.
1989: Digital announces DECwindows software, DECstation 3100, VAXstation 3100, VAXstation 3520 and 3540, multiprocessor workstations with high-resolution graphics; and DECstation 210, 316 and 320, a family of industry-standard personal computers. Introduction of VAX 6300 system.

February

1926: Ken Olsen born in Stratford, Connecticut, USA.
1958: Digital's first system modules go on the market. First fiscal year sales: $US94,000.
1963: Digital is represented in Australia by JJ Masur, a local agent for logic modules.
1964: Ron Smart is hired to establish a Digital subsidiary in Australia. The subsidiary's first office is Ron's home in Turramurra, in Sydney's northern suburbs, and phone calls were made from a public telephone box. Robin Frith is also hired, then immediately sent to Massachusetts for training.
1965: Ron Smart is succeeded by Robin Frith as General Manager of Digital Equipment Australia.
1970: The first customer hardware course is conducted, marking the beginning of Educational Services in SPR.
1978: The first local Sales Representative and FS courses are held for 16 and 8 Digits respectively.
1985 VAXstation 500 introduced.
1986: DECconnect wiring strategy announced.
1987: Digital becomes first corporation to join the MIT X Consortium. Direct Response Sales (DRS) centre at SNL opens. Digital ships its 100,000th VAX system world-wide, a VAX 8800.
1988: DHB32 becomes first locally CSS-managed and developed product to be shipped from SPR to a world-wide market. ☐



FOURTEEN YEARS AGO in January, the DECsystem-20 became the lowest-priced general-purpose timesharing system on the market.

That's what they say...

Rick's Flying High

I wish to take this opportunity to confirm the ongoing effectiveness of your pro-active approach to Customer Service activities at Civil Aviation Authority Computer Centre Deakin.

In conjunction with the above I further commend the efficiency of your CS staff, in particular Rick Logon who, having taken over as site engineer, has continued on as an informative and professional member of your team. Mr Logon has continued to ensure that the site remains operating at peak performance and reliability.

A Torelli
Manager
Technical Services Section
Civil Aviation Authority

Addressed to CAO CS State Manager Clive Manson.

Service and Performance A-Okay!

I request that the VAX-11/750 be removed from our hardware service contract. I must point out that we have been very pleased with the recent level of service and also with the performance of the MicroVAX 3400.

Thank you particularly for your help in making sure the 11/750 was running effectively last month when we had our problems.

Greg Baker
Director of Computing
Scotch College Victoria.

Addressed to MEA CS Account Specialist Lyn Berryman.

Sadly Missed

For nearly two years Reinhard Johnk from Digital has provided has provided specialist consulting services to CITEC. Reinhard's assistance with the development of the Public Access software products has been invaluable and has contributed greatly to the success of the project so far.

I would appreciate it if you could pass on to Reinhard and the senior staff of Digital my sincere thanks for his efforts. Reinhard has always exhibited great professionalism and creativity in his work and CITEC will sadly miss his talents and enthusiasm.

M J Grierson
Executive Director
Centre for Information Technology and Communications

Addressed to BBO SI Manager Martin Grant. Reinhard has moved permanently to Digital in Munich.

Late Nights for Bruce

Thank you for making Bruce Kay available for the capacity planning and modelling carried out for the CAA.

I would also like to take this opportunity to thank Bruce for his assistance to my staff in modelling that was performed. Bruce worked back late in order to complete the modelling and we are grateful for his co-operation and assistance.

A Torelli
Manager Technical Service Section
Civil Aviation Authority

Addressed to CAO Principal SWS Specialist Doug McGeachie. Bruce is a CAO SWS Specialist.

AI Group Gets Standing Ovation

When I commissioned Digital's AI centre to undertake knowledge engineering tasks for us, my objectives were rather general: it was an attempt to encapsulate a very small part of TAFE's enormous knowledge base in an expert system, but more importantly, an attempt to raise awareness with TAFE of what I regarded as an extremely significant emerging technology.

Given our previous lack of familiarity with expert systems, and the generality of the objectives, I think the results are outstanding. We have one working expert system, with a high level of interest and support from the industry; and one useful set of teaching tools incorporating ES technology (admittedly still under development).

I cannot believe that, in such a knowledge-intensive industry as education, that this has been the wrong direction in which to head. My successor will need, I think, to continue the technology transfer and awareness raising process if our courses are to be both relevant and efficient in five to ten years' time.

Throughout these projects, your staff, and particularly those with whom I have had the closest association (Marilyn Cross, Magnolia Fung and John Coghlan) have performed magnificently. You are extremely fortunate to have such highly professional people, and I urge you to maintain Digital's efforts in an area which I believe will be as essential to a corporation's existence in a few years as running the payroll is regarded today.

Dr Ronald Watts
Director Educational Computing
Department of Technical and Further Education

Addressed to SNO SWS Manager Hugh Johnnson. ☐

Continued from Page 12

The Direct Response Sales group at SNL (Mars Road, Lane Cove) has been receiving a terrific response from customers lately.

Memos that highlight the efforts of the group, and in particular Telephone Sales Representatives Brent Kingston and Kym Simons, find a common theme in the words "professional", "friendly", "courteous", "polite" and "helpful". A pat on the back to the whole group!

* * *

In the October/November issue of *Digitalk* we asked for help for little Craig Shergold, a very sick child whose dearest wish is to be named in the Guiness Book of records. We have since received a number of memos suggesting that we have been the victims of a hoax — that the same request has been circulated periodically over a number of years.

Susanne Spicer, the London Digit who sent us the request for help for Craig, assures us that Craig is very real! Susanne has spoken to the hospital where Craig is living and was told that he is doing as well as can be expected — Craig has brain and spinal tumours that are inoperable — and that he has received in excess of a million cards.

* * *

FY89 DECathlon winners from around the world — some 3000 Digits in total — were invited to enjoy a few days of absolute, and well-earned, luxury last September at the Mirage resort in Port Douglas, Queensland. If statistics are anything to go by, these high achievers grabbed the opportunity to make whoopee as industriously as they grabbed sales' opportunities during the year!

The Mirage reports that during the course of the holiday: porters handled some 10,000 pieces of luggage; the Digits ate 6500 punnets of strawberries, half a tonne of Barramundi, 2000 bug tails, 8000 eggs and literally tonnes of beef, lamb and chicken; over 5000 bottles of Australian wine and some 3000 bottles of champagne were imbibed, as well as 100 litres of ice tea each lunchtime — and that was just the Americans; and though it was impossible to calculate the number of glasses handled, each day 240,000 pieces of crockery, cutlery and table linen were used.

* * *

A pat on the back — a massage might be better — for SNO Mail Clerk William Kelly and Corporate Communications Consultant Simon Mansfield who have been putting in some hard yakka in the Chatswood Tower recently. William and Simon have been moving offices for Digits on the 6th and 10th floors, though lugging furniture is not in their job descriptions. Thanks guys, we appreciate your help. ☐

New Directions for Customer Services

Lyn Wallace, after three years as Business Manager for Hardware Product Services in Customer Services, has accepted the role of Marketing Support Manager in the newly formed CS Marketing Group.

Her responsibilities include development and implementation of marketing strategies and programs, with emphasis on industry-specific new service products to position us for the future.

Having recently undergone changes to its structure, product line-up and the way it presents itself to the marketplace, Customer Services is looking to the 1990s with a renewed sense of mission. Here, Lyn gives *Digitalk* some of the background to these developments.

First of all, there seems to have been quite a deal of change recently in Customer Services.

Yes, and it is certainly no coincidence that these innovations have all been introduced more or less simultaneously. The fact is that this is all part of a deliberate strategic plan to give our group a much more competitive, long-term positioning.

And what is the strategy?

Quite simply, it amounts to a more intense focus on our customers and their needs —and what we have to do to meet these needs in the most effective way.

Agreed, that may sound like a fairly timeless, motherhood type of goal. However, the difference is that what might previously have been seen as a rather undefined good intention has now become for us a specific program of action carrying urgent priority.

We have to remember that all the feedback shows that in the coming decade and beyond, there is going to be an ever-increasing importance attached to service and support resources. This is a phenomenon more and more evident in the attitudes and expectations of both consumers and the business community generally.

Excellent products and services, no matter how innovative or price competitive, will often find it hard to hold their ground in the long term if they are not properly supported with after-sales service.

A clear understanding of this reality — and the right response to it — will underwrite corporate success, even survival, in the years ahead.

And what about the market for computer products?

At every marketing course and seminar I have ever attended, this cardinal truth was consistently hammered home: the cement holding together any ongoing business partnership is always the same — good customer relations. In my own marketing experience in other industries, I never saw an exception to this rule, and so I know it applies very much to our business.

If anything, responsive service is an even greater priority in the computer products market. Because of the investments made in computer systems and the critical roles they now play in their day-to-day operations, organisations large and small cannot afford to cut corners on their systems' productivity.

(President) Ken Olsen highlighted this reality in his recent call for a more customer-oriented marketing effort.

What changes have your group made in this direction?

The recognition that field service is a primary, rather than ancillary component in our overall presentation prompted the decision to give the Customer Services group its own marketing resource.

Along with other group restructuring, a new Customer Services marketing organisation has now been split off from the Business group to meet our own special marketing and sales-support needs.

The group has appointed a new group Marketing Manager to head this arm, while I have taken up the new position of Marketing Support Manager.

How would you describe your own task?

As I said, our aim is to bring Customer Services closer to the mainstream of our subsidiary's overall marketing effort. In particular, I will be playing my part in establishing for Digital service a marketplace position that is as pre-eminent and clearly differentiated as that of our products.

Amongst other things, that implies taking our lead from identified customer needs rather than simply identifying what we can provide and then promoting it.

How is your group gearing up to match this promise of better service delivery?

In two ways: by becoming more pro-active, rather than reactive, in helping customers maintain system productivity — and by improving the speed and effectiveness of our response when something does happen to a system. And we have already taken impressive strides in these directions.

Thanks to our remote-support tools and sophisticated diagnostics, we can now predict a great many errors and faults BEFORE they actually occur.

VAXsimPLUS — VAX system integrity monitor plus SPEAR — the Standard Package for Error Analysis and Reporting — means we can reduce our customers' downtime very significantly by constantly monitoring system operations and then analysing and reporting on any problems. Our AUTOVAXsimPLUS even goes one step further by taking corrective action in some instances!

Often, we can now deal with a problem using remote tools, thereby reducing time delays and inconvenience to the customer. At the same time, this also enables Digital to reduce the need for on-site service resources while also actually enhancing our level of effective customer support.

What else?

We have examined our own internal procedures to further improve our service.

The most significant developments include the streamlining of our new fully-automated billing system and improvements to our centralised ontract administration.

Sometimes, welcome improvements have sprung from relatively minor changes. For example, in our feedback from a recent customer survey, we found a need to redesign our invoice in a way that allows a customer to absorb all the key information at a single glance. Since implemented, this change alone has paid valuable dividends in customer goodwill.

Of course, at least as important as these technical and structural innovations is the need to reinforce the right attitudes among our own Digital people. Our aim is to ensure that at every point there is the same, unambiguous commitment to excellent service — and this starts by agreeing that good service involves everyone! ☐

Managing Telecommunications at Rhodes

One part about doing business that's critical to Digital is our ability to communicate with other employees and stay in contact with customers, suppliers and vendors whether they're across town or around the world. Much of this has to do with **telecommunications:** the transfer of voice and data over the telephone, facsimile, telex, EASYnet, etc.

When employees move to Rhodes this year, they'll be beneficiaries of the very latest that telecommunications technology has to offer and from a variety of sources including Telecom Australia, OTC and, of course, Digital.

A new telecommunications network has been designed by Dave McCosh's Information Processing Systems (IPS) group, specifically by our Regional Telecommunications team headed up by Allan Mason. The network draws on our company's own experience throughout GIA and other regions and, as well as voice and data services today, leaves provision for future use of image, or video.

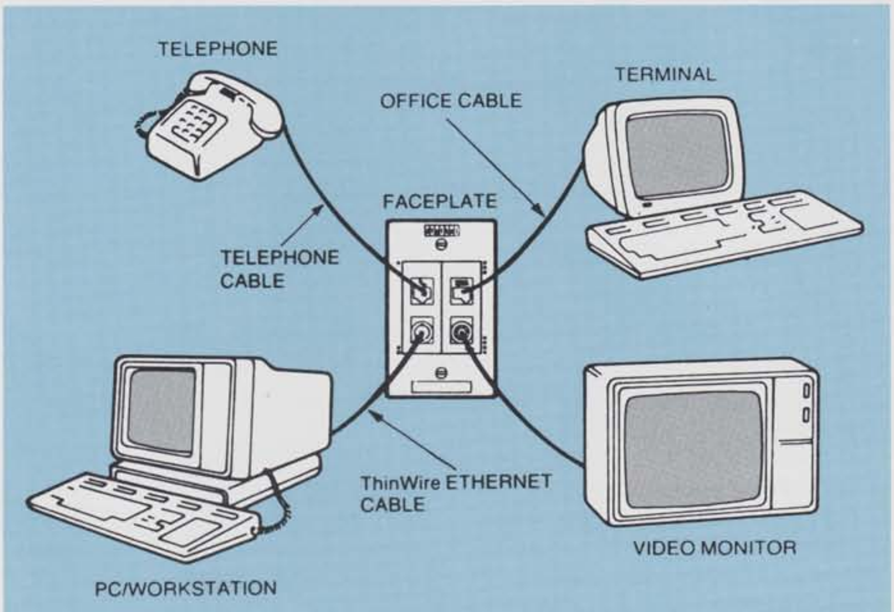
Big on Functionality

Early in the design stage of the new network, more than a year ago, everyone involved agreed that the Rhodes-based network would when completed provide a level of functionality (that is, range of services, response times, etc.) similar to that we currently enjoy at Chatswood (SNO) and, where cost effective, to improve upon it.

And improve they have, although some of the improvements will be invisible to most users because of the detailed planning to install, test and cross-over to the new network system. The smooth transition will be in no small part due to Rhodes Telecommunications project team of Mike Gosling, Matthew Knipfer and Anne Boyle — together with assistance from Warrick Peebles, Allan Towart, Hugh Milligan and Stephen Firth.

One area that users won't notice, for example, but one that's absolutely essential to Digital is that of contingency planning. The new network has a backup to ensure that any failure within it will have a minimum impact on our business operations. Full network contingency has been achieved by upgrading computing facilities at St Leonards (STL) and providing alternate paths within the network for voice and data services.

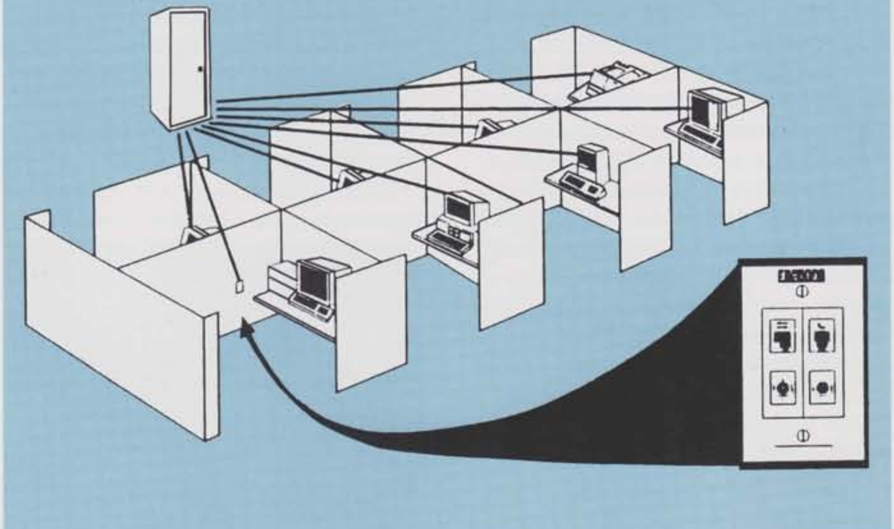
Also behind the scenes, the existing 10 Mb-per-second microwave service between SNO and STL will be re-established between STL and Rhodes. Because of the greater distance between the two, or the number of "hops" needed to make the two-segment link, this is no small feat.



THE DECconnect system faceplate.

Obvious to all, however, will be the provision at each person's desk of a 10-Mb connection point, representing a capacity increase of more 520 times over our present 19.2-Kbit link. In essence, the provision of a 10-Mb connection positions headquarters' residents well for future Digital products that will no doubt require larger capacity. High-speed graphics comes immediately to mind.

For these and other reasons, the Rhodes relocation provides ample opportunity to incorporate recent advances for integrating voice and data services, using bandwidth management equipment that combines both voice and data traffic over a single line. Currently at Chatswood, this requires separate



DECconnect Radial (Star) Topology

services to offices. Telecommunications links between Rhodes and most offices in Sydney will be enhanced by this state-of-the-art technology.

As for voice, the humble telephone at Rhodes will be connected to a new Plessy ISDX PABX system which will provide the basis for relocation of services from Chatswood's current ISDX system. The PABX will be configured for approximately 1500 users. Where possible, existing telephone handsets and extension numbers will be re-used.

Rhodes is serviced by Telecom Australia's new ISDX exchange located in the Sydney city centre, and this means the telephone number prefix will be different — instead of the Chatswood prefix of 412 so well-known to Sydney Digits, it will now be 561. *Digitalk's* extension, for example, will change from 412-5268 to **561**-5268.

Like Plugging in a Lamp

As for data, Digital's networking products will be used exclusively for data services inside Rhodes' buildings. Each employee's workstation or office will be connected to the Ethernet network via Digital's integrated voice and data connector, the DECconnect faceplate. This single faceplate provides easy plug-in access at any location to the communications technologies needed, making a huge difference to the way organisational changes and personnel moves will be accommodated at Rhodes.

Today at Chatswood, the move of a Digit from one floor to another usually results in a delay as the various connections are made. That's not to mention crawling on hands and knees along the skirting boards of offices.

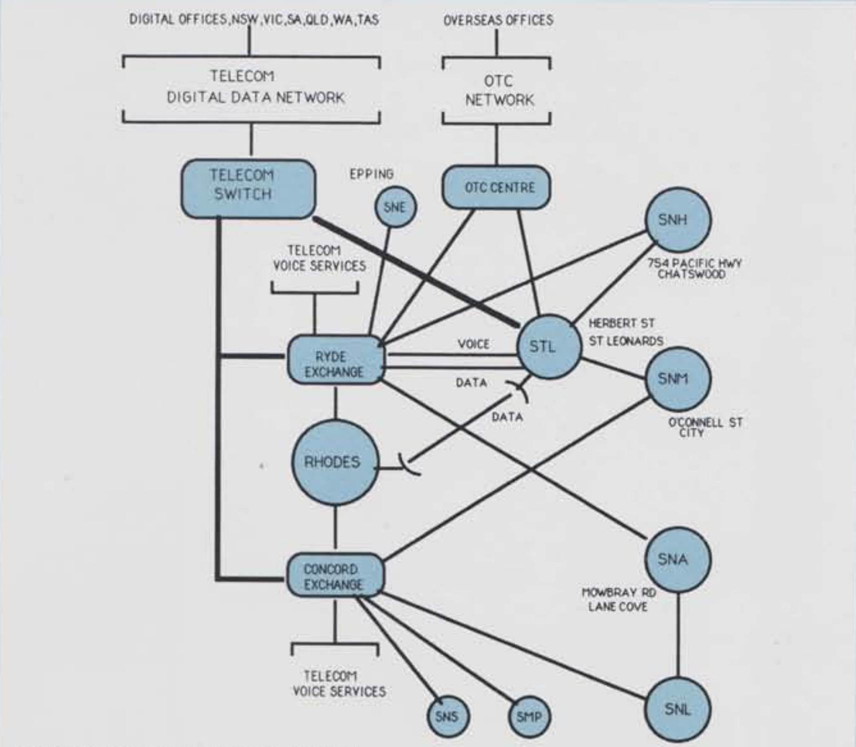
At Rhodes, that disruption will be but a memory because our own second-generation DECconnect networking products will easily satisfy the many networking requirements which, at Chatswood, were dealt with on a largely adhoc basis.

DECconnect cabling will enable users at the new Regional Headquarters to connect terminals, PCs and workstations to an Ethernet network as easily as they would plug in a hair dryer or lamp. Instead of an electricity socket, users will simply plug in the equipment they need to the faceplate designed to be accessible yet unobtrusive in each work area.

SPR's Telecommunications Manager, Allan Mason believes the DECconnect faceplate is a good example of how telecommunications facilities at Rhodes represent the latest cost-effective technologies available. "We're confident the network design will accommodate all user capacity and connectivity requirements well into the 1990s," Allan says.

"The immediate benefits speak for themselves: increased capacity, lower cost of that capacity, easier maintenance, improved throughput and response times, and the opportunity to use and enjoy the latest technologies as they become available." ☐

A Technical Road Map



A HITCH-HIKER'S guide to the network.

Telecommunications access to the Rhodes site is via Telecom Australia's new fibre optic service, FOCAS, which provides complete network diversity for both voice and data services.

The data network will provide access to STL and Rhodes from Digital's facilities via the Telecom digital data network, routed through a Telecom Australia switching service called Time Division Cross Connect that will allow Digital to switch individual data services between Rhodes and STL as required. This service is delivered via fibre optic links to the communications room at Rhodes.

The Rhodes site is served by telephone exchanges at both Ryde and Concord, a few kilometres north and south respectively of the new building.

International access from the OTC network for overseas data traffic and electronic mail is provided by network switching available at OTC. The services from OTC are connected directly to the Rhodes and STL facilities.

Star Configuration

DECconnect structured cabling offers a simple, cost-effective cabling system that brings both high-performance IEEE 802.3/Ethernet and enhanced EIA-432-A terminal connection to offices and work areas. Separate, industry-standard cabling runs radiate from a central wiring closet — called a Satellite Equipment Room — to the integrated faceplate in the work area. There are two Satellite Equipment Rooms on each level of each building at Rhodes.

Every user will be provided with a low-speed data line for terminals and printers, a ThinWire Ethernet DECnet connection, and a voice telephone connection. Users with the new Digital workstations, for instance, will utilise the ThinWire Ethernet connection.

The network topology is called a Star Configuration, in which cables are run through the ceiling during construction at Rhodes and from each Satellite Equipment Room to the faceplate in office areas.

This radial topology combines maximum office space coverage with ease of installation, network management and maintenance. Maintenance performed at the central location can significantly reduce the costs of moves, additions and changes.

In each Satellite Equipment Room, DECnet/LAVC and LAT terminal equipment will connect users to the four Ethernet backbones that run throughout the facility.

One of the prime features of the new network is that, having installed wide pipes capable of 2 Megabits each, Digits at Rhodes will be able to access higher-speed (from today's 64K to 128K and beyond) international services when they become available. This will benefit users involved in a number of activities ranging from manufacturing to EDI. ☐

SYSTEMS INTEGRATION

MEO SUM TOM PILCIK picks up a Regional SI award on behalf of his Southern District team. Presenting the award is SI Marketing Manager, Carole Crawford.

Southern District Sales Wins SI Award

A December meeting of specialised salespeople saw two busy days spent discussing the issues and opportunities in one of the most talked-about areas of modern computing: System Integration.

Systems Integration, or SI, is an emerging area of the computing industry in which the computer supplier assumes responsibility for ALL of the customer's information technology needs, regardless of what hardware, software, telecommunications or consulting from other vendors may be part of the total solution.

Digital's organisation chartered to lead this market in SPR is called Enterprise Integration Services, or EIS.

Representatives of EIS in Sales comprise what's known as Specialist Sales Force — SSF if you're collecting acronyms — and nearly 20 of these Sales Specialists, Service SUMs, and Business and Program Managers attended the inaugural EIS SSF forum.

A highlight of the forum was a presentation to Southern District's Tom Pilcik of an award for achieving the highest EIS goals of the seven Australian Districts* and New Zealand.

Another was a valuable day given to workshopping with Sales' Diane Edwards, who led attendees through the ways and means of selling into the very top level of corporations.

$US1 Billion in FY90

In SPR, Digital's EIS organisation is currently involved in SI with a number of large, well-known companies. To be sure, EIS is a business and goals are there to be met. Digital is expecting to win $US1-billion of SI business in FY90, and more than a quarter of that is ear-marked to come from GIA.

To arrive anywhere near this amount, Sales must first make its goals. Most important of all is the prerequisite that we win with customer satisfaction.

All of these are good reasons for gatherings such as December's two-day forum and although EIC (formerly CSS) had previously run a similar forum and were not represented in December, the next forum will include all EIS service sellers. That get-together is planned for Q4, with the idea that two such forums will be staged each year. ☐

Officially launched by Digital at DECworld in 1988, SI really isn't anything new. In fact, the total enterprise-wide solutions that Digital has sold and delivered for years have always been systems integration in action — long before the industry made it into a buzz word. On the day we announced it at DECworld, the Corporation already had 100 contracts worldwide for SI.

Over the past ten years, our strengths in networking have made us one of the largest systems and networks integrators. For example, we are one of the few organisations that can offer services that span *all four phases* of the PDIM methodology and can deliver unified solutions that encompass products and services from disparate internal groups, third parties, and the consumer's own resources.

Innovation Without Headcount

Why has all this come about? Simply put, the marketplace has changed, with increasing pressure being put on everyone to deliver products and services to market faster, to lift quality, and to compete in an intense, international arena.

Those market trends translate into business issues as business units of large organisations demand more innovative solutions from their IPS groups without increasing headcount. This in turn leads to a growing dependence on technolopgy for automated solutions.

Today, in customers' businesses around the world, IPS departments are either going to become their own systems integratores (in the face of prevalent cost-cutting measures) or, alternatively, they'll turn to people like us.

When they do opt for an external systems integrator, the benefits to the customer include staff reductions, improved security, better cashflow, economies of scale, standardised pricing and costing, and consolidation of effort. ☐

** The seven Districts are: Northern District, Southern District, Western District, Sydney District, Channels, Federal Government and the newly announced Banking District. NZ now has Country status.*

What is SI?

Flick through most any computer or business magazine and you'll see mention made of large corporations such as Kodak and Avon divesting themselves of their information processing services, or MIS departments. In their place, they turn to third parties to "prime contract" their projects and programs. This process is systems integration, or SI.

According to pundits, SI has quickly become a key differentiator between computer suppliers — an important thing to remember in this age of standards, open systems and common user interfaces.

Digital's style of SI is simple: we take responsibility for delivery and performance, and remain the single point of contact to integrate hardware, software and other services, such as consulting.

In other words, we plan, design, implement and manage (this is called the PDIM methodology, illustrated at right/bottom) the customer's technology environment. This

SYSTEMS INTEGRATION

allows them to get back to concentrating on their core business.

The many components that make up SI can be categorised as follows:

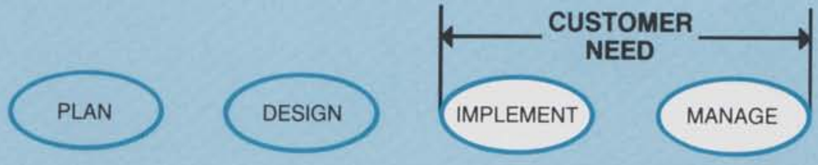
- prime contracting for all hardware, software, telecommunications and consulting
- facilities management (looking after hardware, telecommunications and physical facilities)
- software development
- and managing the connectivity of disparate vendors' hardware, software and technology on an ongoing basis.

SI IN SPR

Providing SI to SPR is the responsibility of Regional SI Manager Rustom Kanga. His team — ably assisted by Sales' SSF representatives — consists of:

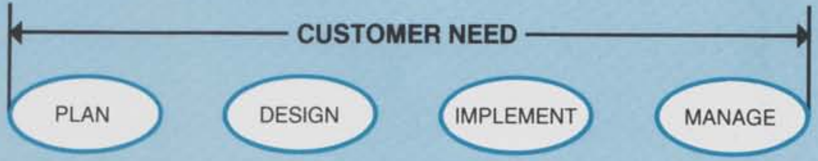
- John Baker's Edu Services organisation
- Enterprise Integration Centre (EIC, nee CSS), led by John Green
- Australian EIS Manager Murray Ray
- Lee Winstrom, SI Business Manager
- Professional Software Services (PSS), which offers consulting, facilities management and projects
- and Pat McLean, New Zealand's SI Manager. ☐

The "P.D.I.M." Model



▲ *BEFORE THE ADVENT OF SI, Digital traditionally could meet only a portion of the customer's total need for their computing solutions — the implementation and management of a system largely planned and designed by others.*

▼ *BELOW SHOWS OUR INCREASED CAPABILITY, through our SI people and products, to tie together the total solution for the customer.*



World Update

Digital has further strengthened its position as the leading provider of office information systems and enterprise-wide electronic messaging systems with the announcement of another member of the ALL-IN-1 PHASE II family — ALL-IN-1 MAIL for video terminals.

Using the core set of ALL-IN-1's operating tools (NAS and x.400)*, ALL-IN-1 MAIL allows any organisation to have a standard means of communication throughout, tying various vendors and operating systems into one unified environment.

Though naturally ALL-IN-1 MAIL and ALL-IN-1 office information systems work extremely well together, Digital has now provided the means for a standardised messaging network without the cost of setting up a fully integrated office information system.

New York City's city council recently approved legislation to force video display users to take a 15-minute break after every two consecutive hours of use. The law, the toughest VDT law in America and the first of its kind for a major US city, affects 12,000 workers in the city's agencies.

President Ken Olsen has been honoured by the Marriott School of Management of Brigham Young University, Provo, Utah, as the recipient of the school's "International Executive of the Year" award.

Bestowed annually, the award honours an "outstanding executive from the public or private sector who has demonstrated exceptional leadership and high moral and ethical standards."

Digital will act as systems integrator for a major project which will network thousands of workstations using ULTRIX and other vendors' operating systems.

Together with General Dynamics Corporation — a major aerospace and defence prime contractor — and Matra Datavision, Inc — developer of the solids modelling-based EUCLID-IS CAD/CAM system for engineering and manufacturing applications — Digital will develop and implement a suite of 'fast cycle' integrated management systems for General Dynamics' Convair Division in San Diego, California.

Convair deals in sophisticated weapon systems such as cruise missiles, mission planning, and commercial aircraft fuselages.

For the second year running, readers of Digital Review have chosen Digital's products as the year's most significant new products. The readers' choice for this year's "best multi-user system" was our VAX 6000 series, while last year top marks went to the series' predecessor, the VAX 6200 system. ☐

Next issue

Digitalk will take a look at the "I Want To Contribute" program announced by Subsidiary Manager Frank Wroe last December.

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* *Network Application Services (NAS) provides common applications access, communications and information and resource sharing across multiple systems, both Digital's and other vendors. The x.400 standard is the only internationally recognised standard for electronic mail and Digital was the first major computer company to subscribe to and implement x.400.*

Career Milestones

In at least one respect Digital has not changed much over its 33-year history: when a job needs doing, Digital employees are there to do it. Congratulations to the following Digits who are celebrating service anniversaries with the company.

January

Ten-Year Recipients

George Loucas, MEO CS
Don Norris, STL CS
Wilma Pusterla, STL CS
Danny McShane, ADO CS
Doug Herse, BBO CS

Five-Year Recipients

Chris Coleman, ADO CS
Ian Huntley, ADO CS
Dave Perkins, ADO CS
Alan Roberts, NZO CS
Lindsay Rewcastle, NZO SWS
Shane Crocker, BBO CS
Neil Bannister, MEO SWS
Peter Godden, SNH CS
Tom King, STL CS
Robin Walker, SNO FA
Terry Wunsch, SNL Marketing
Paul Bressington, SNH SWS
Val Tabak, SNH Sales
Roger Fielden, SNM Sales
Darren Seiver, STL CS
Cathy Black, SNO Marketing
Lee Cleary, MEO SWS
Eric Courtney, SNL SB
Harry Eleftheriou, STL EDU
David Leighton, STL FA
Joe Tranfa, SAJ CS

February

Fifteen-Year Recipient

Ian Mitchell, MEA Sales

Ten-Year Recipient

Enriko Kovac, STL CS

Five-Year Recipients

Michael Foo, MEA Sales
David J Evans, CAO SWS
Lyn Wallace, STL CS
Jan Bohse, SNH SWS
Linda Lee, NZO SWS
Simon Weber, MEO Sales
Tony Bonanno, MEO SWS
Valerie Nicholson, SNO SWS
Chris Brill, STL CS
Craig Ashwood, SNE CS
Leesa Baxter, CAO CS

March

Fifteen-Year Recipients

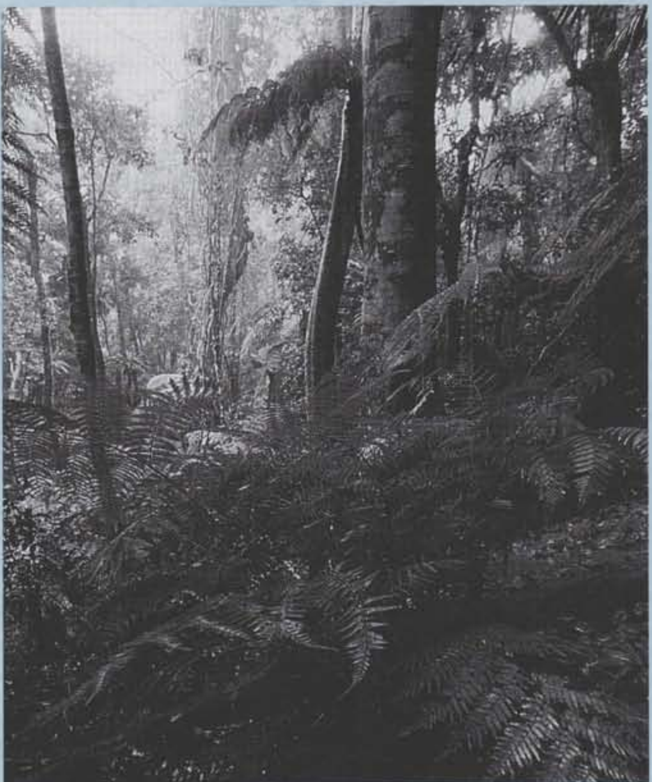
Jolande Brothers, SNO SB
Peter Gracie, BBO CS

Ten-Year Recipients

Gerry Lalonde, NZO FA
Chris Rolinson, SNO EDU
Evan Williams, CAO Sales

Five-Year Recipients

Leanne McManus, STL CS
David Wales, SNL CS
Robert Wing, SNS CS
Raymond Stone, BBO CS
Pauline Brown, STL CS
Craig Peterson, STL CS
Elizabeth-Estelle Doyle, SNO SWS □



RAIN FOREST ACTIVISTS aren't the only ones who appreciate the benefits of a paperless office. However, according to the latest research, reality is that 90% of today's business information still exists exclusively on paper (leading one journalist to predict the paperless office will come about at the same time as the paperless loo!). Microfilm accounts for another 4%, while the pride of our profession — computers — currently manage a tiny 3% of the world's business info.

With 97% of the market in which to grow, there are a lot of productivity gains to be had when customers catch on to ***Integrated Electronic Image Processing.***

Once digitised into electronic "pictures", photographs, drawings, forms, handwritten notes, maps, charts and whatever can be easily managed, combined with computer-generated data like text and graphics, automatically updated, and then electronically distributed and filed under multiple indices for flexibility in searching.

An announcement recently by Digital included DECimage Storage Manager (allowing companies to develop/access large, centralised Image information files), enhancements to DECimage Application Services (including support of ULTRIX and photographic and colour processing), and relationships with ten hardware or software vendors — including an enhanced relationship with Eastman Kodak Company — for Image-related products.

*LONG-TIME DIGITS recently gathered at the Sydney home of Technology Consultant Max Burnet to help Keith Graham celebrate his retirement (**see last issue**) after 20 years. The 26 Digits in the group represent 343 years of experience with Digital both in Australia and overseas.*

Front Row: Alan Chate (FS, 1971-1979), Keith Graham (1969-1989), Barbara Graham, Jolande Brothers (1975-) and Penny Chate (Field Service, 1973-1975).

Second Row: David Mawson (1970-), Rhonda Milne (1977-), Ineke Deevy (1985-), Jan Reid (SPR's first Secretary, 1964-1970) and husband Bob Reid (PDP-6 Engineer and designer of the DECsystem-10, 1964-1978).

Third Row: Susan Leith-Miller (1980), Janos Farkas (1972-), George Gillard (1977-), Glenys Shorter (nee Shaw, 1982-), Kevin James (1971-) and Ron Mooreehead (Field Service, 1969-1980).

Fourth Row: Patrick West (see story page , 1975-), Paul Williams (1973-), Albert Cuschieri (1966-), Ian Pugsley (1968-) and Brian Kingston (1973-).

Back Row: Chris Green (1974-), Graeme Shorter (1973-), Max (1967-), Peter Bennette (first CSS Manager in SPR, 1967-1976) and Bill Fulton (1969-).

Present earlier in the day but missing from the photo were Robin Frith (SPR's second Subsidiary Manager, 1964—1984), Peter Palethorpe (1972-), John Brown (1969-), Ken Hungerford (Sales, 1970-80) and Kim Jenkins (1979-). Together, these people's length of service would've added another 97 years to the experience tally! Thanks to Max Burnet for providing the pic.

◀ *GEORGE (BUD) KEATING has been named Vice President of Customer Services for GIA, responsible for customer services and support programs. George has been with the company since 1981 in a variety of key management positions within the world-wide CS organisation.*

ROBERT EVERETT, a member of Digital's Board of Directors, was recently awarded the National Medal of Technology, America's highest honour in technology. Bob received the award from President George Bush in a ceremony at the White House for his work with MIT (Massachusetts Institute of Technology) on Project Whirlwind, the first general-purpose, high-speed, real-time parallel synchronous electronic digital computer. Ken Olsen also worked on the project. ▶

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***Digitalk,* SNO 10/1.**
Tel: (02) 412 5268/5725
Fax: (02) 412 5316

Quick Quiz

Congratulations to all entrants for our October/November issue competition — the captions were so good that we decided to award two runners-up. First prize of $A100 goes to SNO Computer Operator Melissa Gallagher (*See captioned photo at right*).

With the caption, "I could have sworn there was one there last night!" Regional Secretary Maxine Tignor receives a $A50 runner-up prize, as does CAO SWS Project Manager Frank McWilliams whose caption, ". . . So I got him in a headlock, choked the order out of him and that's how I made DEC100!" captured the essence of the majority of entries.

As for our next competition, we have made it easy: all you have to do is read this issue of the magazine, answer the simple questionnaire below, and get your entry in by March 30, 1990. The first correct entry drawn will receive dinner to the value of $A100, and that's better than paying for it yourself!

The VAXBIcep sells itself!

1. Who designed SPR's export ICP manual?

   ....

2. What does "EIC" stand for?

   ....

3. When was Ken Olsen born?

   ....

4. Where was the DECtrade Internship Program held?

   ....

5. What Aussie-designed hardware product has recently been released for export world-wide?

   ....

6. What does "ISO" stand for?

   ....

7. The PABX system at Rhodes will be configured for approximately how many users?

   ....

8. When was SI officially launched?

   ....

9. How many security classification categories cover the breadth of Digital's information?

   ....

10. Name one company with whom Digital has a relationship for Image-related products.

    ....

☐

Disitalk
003734
MAX BURNET
CORPORATE RELATIONS MANAGER
SNO G